

FAIRFAX COUNTY ZONING ORDINANCE MODERNIZATION PROJECT (zMOD) Stakeholder Engagement Plan *January 26, 2018*

Fairfax County has decided to update its Zoning Ordinance and has selected a team led by Clarion Associates to work with the County on certain elements of that effort. The first part of this work (Phase 1) will involve: (a) reorganizing, reformatting, and using improved graphics to create a more user-friendly Zoning Ordinance, and (b) updating and revising the Permitted, Special Exception and Special Permit land uses and related regulations, including potentially combining certain land uses and adding new land uses. Phase 2 includes targeted content amendments to modernize specific types of land use regulations. Drafting a new Zoning Ordinance is a major undertaking that requires open, transparent, and continuous community input among a wide range of Fairfax County stakeholders. This document outlines the approach for stakeholder engagement throughout Phase 1. This document may be updated to refine outreach approaches or meeting formats as necessary to ensure that engagement efforts are inclusive, effective, and efficient. Separate stakeholder engagement plans will be developed for each Phase 2 content amendment.

Objectives

The Stakeholder Engagement Strategy for Phase 1 has four key objectives:

- To solicit input from internal and external stakeholders regarding the strengths and weaknesses of the structure, format, and organization of the Zoning Ordinance and how the Ordinance might be improved;
- To solicit input from stakeholders on the modernization and streamlining of the Permitted, Special Exception, and Special Permit uses;
- To inform and educate stakeholders about emerging practices in zoning ordinances; and,
- To ensure that all stakeholders, including citizens, Zoning Ordinance users, developers, applicants, staff, and appointed and elected officials have a variety of ways to convey their input to the County.

Phase 1 Preliminary Tasks and Timetable

Phase 1 of the Fairfax County Zoning Ordinance Modernization project is organized into major substantive Tasks, as shown below:

Phase 1 Tasks	2018				2019		
1. Project Initiation							
2. Initial Round of Public Outreach/Feedback							
3. Determining the Revised Zoning Ordinance Structure							
4. Updating Land Uses							
5. Modernizing the Zoning Ordinance Structure and Format							
6. Outreach/Engagement							
7. Adoption							

Main Project Deliverables

- Zoning Fundamentals and Trends Presentation
- Zoning Ordinance Structure Options Report
- Draft of Revisions to Land Uses
- Draft of Restructured Zoning Ordinance
- Final Draft of Restructured Zoning Ordinance

Opportunities for Public Engagement

Project Website: The County has created a website devoted to the zMOD project. This site will serve as a one-stop shop to learn about upcoming project events and to download documents as they become available. The website also includes answers to Frequently Asked Questions, a portal for submitting comments and a portal for adding names to the e-mail list described below. The zMOD website can be accessed at: www.fairfaxcounty.gov/planning-zoning/zmod.

Social Media: In addition to announcements on the project website, a Facebook account will be used to advertise upcoming meetings and available documents for public review. In general, posts on social media will link back to the project website, where key project information will be housed. The zMOD Facebook page can be accessed at: <https://www.facebook.com/fairfaxcountyzoning/>.

Online Surveys: At the start of Phase 1 work, an online survey was prepared to solicit information from stakeholders on the strengths and weaknesses of the format, structure, and organization of the current Zoning Ordinance, as well as issues related to updating the land uses. The survey can be accessed until February 14, 2018, at: www.surveymonkey.com/r/zmod. Additional online surveys may be created and administered after the drafts of the Revised Land Uses and the Restructured Zoning Ordinance.

E-mail Messages: The County will maintain a list of interested persons and meeting attendees and will send e-mail updates to them on a periodic basis. The list will start with persons on existing lists used for Fairfax County land use or planning activities and will be augmented throughout the project as individuals attend project meetings or open houses or request inclusion in the mailing lists through the project website.

Interactive Public Meetings: The Clarion Team and the County will facilitate meetings with the public. Meeting formats may range from public open houses and formal presentations to focus groups on specific topics.

Individual or Small Group Interviews: The Clarion Team will also conduct individual or small group interviews with stakeholders.

Short Video Clips: The Clarion Team will produce short (3-5 minute) video clips to summarize the project scope or key recommendations and changes in major public deliverables.

Stakeholders

Stakeholders: The Clarion Team and the County will engage with key stakeholders throughout the project. Those stakeholders will include but will not be limited to citizens, elected and appointed officials, and internal and external users of the Zoning Ordinance.

County Project Team: The County Project Team includes staff from the Office of Community Revitalization (OCR), the Department of Planning and Zoning (DPZ), the County Attorney's Office and the Office of Public Affairs (OPA).

For More Information

If you have questions or comments about any aspect of the zMOD project, please do not hesitate to contact Connie Dickson at connie.dickson@fairfaxcounty.gov or visit the project website at www.fairfaxcounty.gov/planning-zoning/zmod.

